C4/722-2

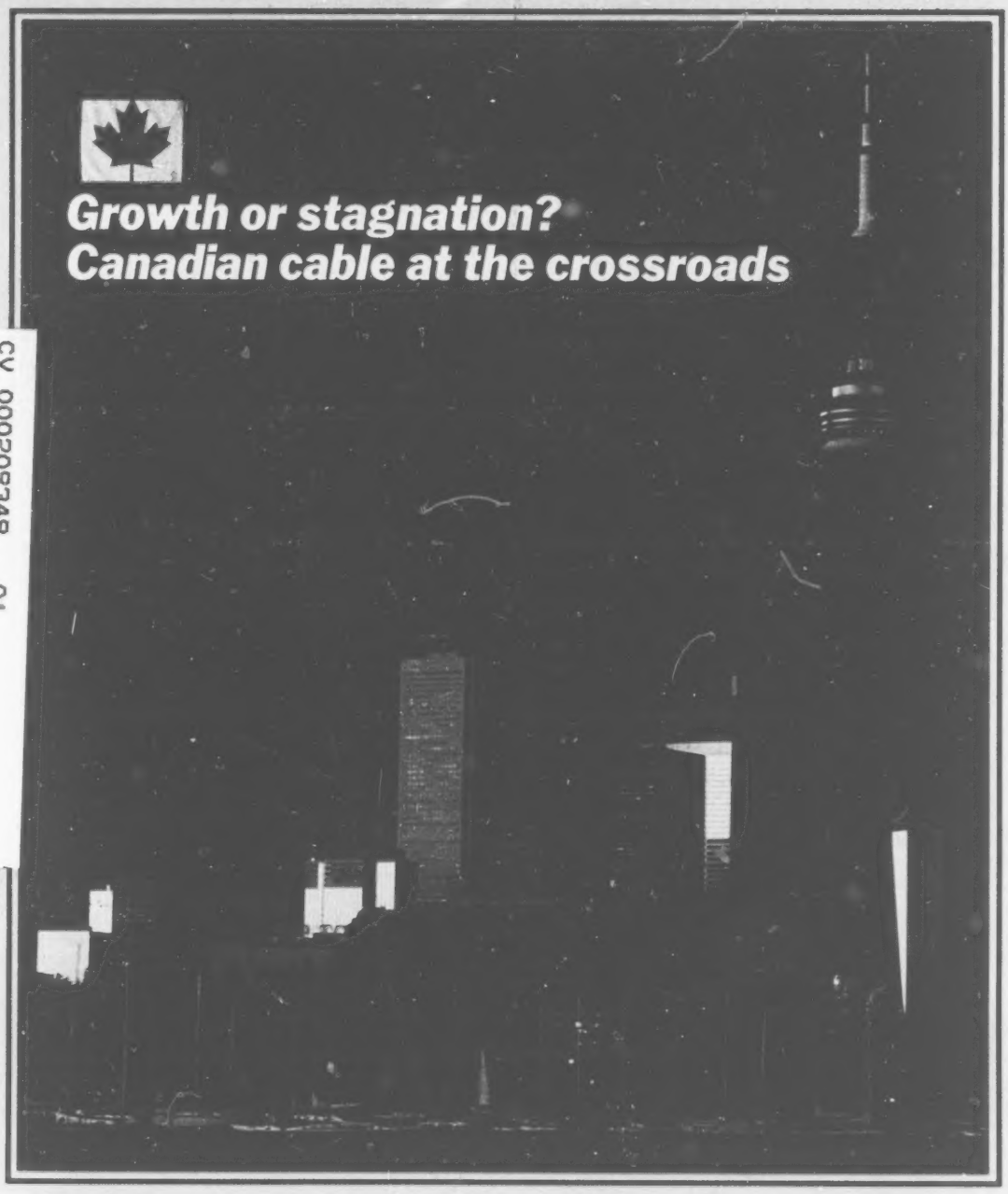
- Storer gives preliminary okay to buyout offer
- Detroit may grant Barden concessions
- New technology would prevent movie taping in homes
- Cox San Diego shifting to impulse PPV

Biondi sees PPV taking off

CableVision™

The news and features weekly of the cable television industry

April 29, 1985



Growth or stagnation? Canadian cable at the crossroads

CV 000209348 01
ACQUISITIONS EDITOR
CONGRESSIONAL INFO SERVICE
4520 EAST WEST HIGHWAY
BETHESDA MD
20814

Leading the week...11-26

Storer agrees to merger

Storer says no to a leveraged buyout by Kohlberg Kravis Roberts, but agrees in principle to merge with a new company formed by KKR.

Commission recommends Barden be granted concessions

Detroit's cable commission recommends the city of Detroit to grant certain concessions requested by Barden that are needed to begin construction.

Beta's bid for Citizens

Citizens Cable Communications has just received its third takeover bid in five months from Beta Communications Inc., with the latest offer proposing a cash merger valued at $12.50 per share.

Anti-piracy tech

Macrovision has introduced an anti-piracy process that prevents the re-recording of movies from videocassettes, broadcast or cable transmissions.

Link study: VCRs vs. Cable

The accelerating household penetration of videocassette recorders will have a negligible impact on the cable industry, so long as operators advocate beneficiary relationships with the technology to their subscribers.

PPV overload

Cox Cable in San Diego tests an automatic PPV order-taking system in an attempt to solve overloaded phone lines at the time of an event.

VCR rental campaign

Maclean Hunter's VCR rental campaign in Toronto nets 15 customers in its first month.

PPV—'topic of the year'

Calling pay-per-view potential the "topic of the year" in the cable industry, Frank Biondi said cable officials "must come to recognize within the next 12 to 18 months" that it has to "get behind pay-per-view" in cooperation with the movie studios if it is to compete with the home video industry.

May 30 deadline

The Los Angeles City Council recommended that ACCESS be required to demonstrate that it had secured financing for the $46 million build in the South-Central California area, or face replacement.

Congress looks at 'junk bonds'

In a move with ramifications for Ted Turner's bid to acquire CBS, Sen. Pete Domenici, R-N.M., last week introduced a bill which would impose a moratorium on hostile corporate takeovers financed by high-risk, high-yield debt instruments known as "junk bonds."

USCI files for bankruptcy

United Satellite Communications Inc. files for protection under Chapter 11 of the U.S. Bankruptcy code.

Last RFP

Seattle issues an RFP for the remaining unwired area of the city.

NCTA re-elects directors

System members of the National Cable Television Association re-elect three district directors.

Cities to appeal FCC rule

The National League of Cities and the city of New York last week notified the U.S. Court of Appeals for the District of Columbia that they will appeal the Federal Communications Commission's controversial "effective competition" standard.

C-SPAN union?

C-SPAN employees make their first move to unionize, waiting for the go-ahead from the National Labor Relations Board to the National Association of Broadcast Employees and Technicians.

GE Comband approval

General Electric along with the National Cable Television Association petition the Federal Communications Commission to certify that GE's Comband bandwidth compression system is safe for broadcast television signals.

Copyright Tribunal bill

Copyright Royalty Tribunal Chairwoman Marianne Hall proposes legislation to decrease the number of members and increase the power of the chairman position.

Canaan forms new venture

Canaan Communications Inc., which announced in February its intentions to package cable networks for distribution to backyard earth stations, has formed Satellite Broadcast Corp. to provide these services to the consumer.

About the cover

Toronto was the scene of the Canadian Cable Television Association's recent convention which drew more than 2,300 attendees. This week's feature story by Associate Editor Simon Applebaum looks at the cable market in Canada and the industry's attempts to change cable policy to aid cable growth. Cover photo provided by the Canadian Dept. of Regional Industrial Expansion.

Review **28**

CableVision Reviewer Robert DiMatteo briefly describes HBO's documentary on the making of 'USA for Africa' as "lovingly" don and also reviews this year's ACE entries and Lifetime's 'Hot Properties.'

Departments

Programming **28**
Business & Finance **45**
Stock Market **45**
Product News **48**
People **50**
Classifieds **53**
Advertisers' Index **55**
Cable Stats **56**
Mediascan **58**

Frustration in Canada: Social engineering versus marketplace imperatives

By Simon Applebaum

Canadian cable operators need a break.

Confronted with a stagnant basic penetration growth outlook, slow acceptance of premium channels and a boom among alternate media competitors, they view 1985 as the year the regulators must provide them breathing room if they are to respond successfully to new marketplace realities.

With increasing fervor, representatives of the nation's 650 cable systems want the Canadian Radio-Television and Telecommunications Commission to approve policies that, in their belief, will trigger a growth binge in the medium. Specifically, operators are lobbying CRTC for: permission to carry a wider array of services, including U.S. superstations, pay-per-view and broadcast stereo; an overhaul of the basic cable rate structure and the right to sell local advertising.

A CRTC public hearing this week in Ontario may determine what kind of relief operators can expect over the near term. But while individual industry leaders draw their own conclusions about the extent to which the commission will loosen its cable policy, the general feeling is that without some beneficial changes this year, the potential of Canadian cable could be severely impeded at a time when SMATV systems, backyard dishes and VCRs are making significant inroads.

Policy changes

"The fact that these other technologies are growing is something hard for the regulators to acknowledge," asserts Susan Cornell, public affairs vice president at the Canadian Cable Television Association, the industry's trade body. "Regulation has to keep pace with those changes. Cable was at best a geographic monopoly, but cable is no longer that and has to be recognized as a business that has to keep pace with competition."

Attendees at the opening session of the association's convention earlier this month in Toronto saw CRTC Chairman Andre Bureau give a mixed reaction to industry desires. He suggested that some compromise on the rate increase structure can be worked out, but turned down consideration of PPV service applications. Some national MSOs, led by top-ranked Rogers Cablesystems Inc., envision PPV as the industry's counter to VCRs and question CRTC's opinion.

Mixed reaction to PPV

"Pay-per-view should not deflect the energy and interest of the industry away from the major challenge of ensuring the success of the existing services," Bureau remarked at the convention. "We are not convinced that PPV service is such a magic answer; it has had a questionable track record in the U.S. In fact, it is not really working yet. However, at the appropriate time, it is worth exploring with the industry whether we can map out under what circumstances PPV could be introduced."

Responds Phil Lind, senior vice president of Rogers: "Bureau's concerned that additional pressure shouldn't be

The main hall of Toronto's Metro Convention Centre turned into a national cable market showcase earlier this month, for the Canadian Cable Television Association's 28th annual convention. The show drew more than 2,300 attendees and 63 exhibitors, including representatives from The Nashville Network and Arts & Entertainment Network. Also on hand for keynote presentations: Canadian Radio-Television and Telecommunications Chairman Andre Bureau, and Marcel Masse, the nation's communications minister.

pushed on the operators. That's academic, but what about the pressure on us? If there aren't significant (policy) changes made, we won't have anything."

Many of the 2,300 people visiting the show also watched Marcel Masse, the country's communications minister, outline plans for a task force that will review current national media policies and submit recommendations for new legislation next January. Members of the task force are expected to be named later this week; their findings will be referred to a parliamentary committee.

"At no time since 1968 has there been a fundamental review of the Canadian broadcasting system, and it is clear that such a review is long overdue," Masse concluded. "I found a cable industry concerned about the revenue restrictions of recent years, concerned as well about unlicensed competition that has been allowed to reach very serious proportions."

Chief competitor

Industry leaders cite SMATV as their chief unlicensed competitor, growing from 386 systems serving apartment complexes and hotels around the country to more than 1,100 franchises in the past year. Most SMATV systems program Home Box Office, Showtime, WTBS, ESPN, MTV and other U.S. services that, under present CRTC rules, cable systems cannot offer. Legislation proposed by Masse that would define SMATV as a regulated industry was introduced in parliament last December and is still under consideration.

As the industry awaits a resolution of the SMATV issue, operators continue their two-year-old conversion from enterprises existing on basic cable subscriptions to multifaceted operations that market combinations of pay TV and ad-supported speciality (or expanded basic tier) channels developed on both sides of the Canadian border. So far, subscriber acceptance has not matched system expectations—of approximately 5.4 million television homes taking basic cable, 625,150 households subscribe to a pay service, speciality tier or pay/speciality package, according to CCTA estimates.

First Choice/Superchannel, a network modeled after HBO, and its French-language counterpart Super Ecran (formerly Premier Choix), are the CRTC-designated national pay services. The

CABLE COMMUNICATIONS MAGAZINE

Calgary Cable TV/FM service technician

How to make a decision on a subscriber billing system – with no risk.

1

PROVEN RESULTS Our six-year commitment to the cable industry and our established leadership in computer technology and addressable integration insures your leading-edge position in system performance. We guarantee it!

2

PROVEN SAVINGS Our cable system customers will tell you that our in-house solution provides them with complete control of their operation at a per-subscriber monthly cost substantially *less* than the service bureaus they had been using. We guarantee it!

3

MONEY-BACK GUARANTEE Confidence in our products, experienced personnel, and a proven track record compel us to offer you our money-back guarantee. It's the *only no-risk solution* available to the cable system operator today!

Business Systems Inc BSI

1-800-424-0101

ONE MARCUS DRIVE
GREENVILLE, SC 29615
(803) 297-9290

speciality service collection consists of MuchMusic and The Sports Network, Canadian-originated video clip and sports programming, and a group of 15 U.S. basic networks. Most operators have selected Cable News Network, Arts & Entertainment Network, The Nashville Network, The Learning Channel, Country Music Television and Financial News Network as their supplements to MuchMusic and TSN.

Pay service shakeout

First Choice/Superchannel and Super Ecran, which expect to become profitable next year, were the survivors of a pay service shakeout that lasted from mid-1983 to the launch of speciality networks last September. CRTC had approved six different networks, mostly offering films and entertainment productions, for cable clearances. C-Channel, a

CABLE COMMUNICATIONS MAGAZINE

Maclean Hunter Cable TV President J. Barry Gage

cultural service that was undercapitalized from the start, was the first victim. Citing similar circumstances, Star Channel and World View ended operations in late 1983, and First Choice merged with Superchannel several months later.

At Maclean Hunter's 15 franchises throughout Toronto, London and other portions of Ontario, First Choice/Superchannel is offered with TSN and MuchMusic for $15.95 per month and matched with four speciality services at $19.95. On average, the penetration rate is hitting 16.5 percent, states MSO President J. Barry Gage. "You must remember that 80 percent of this nation has subscribed to basic for many years, so when you talk 15, 16 or 20 percent penetration, you're talking 15-20 (percent) of a mature market, not a 40 percent basic market as in the United States."

Cablecasting Ltd., an MSO covering about 275,000 basic homes in Calgary, Toronto and Winnepeg, has achieved 8 to 14 percent speciality penetration in its systems to date. However, Noel Bambrough, the company's president, attributes that to a late marketing start. Instead of premiering the services last September with other franchises, Cablecasting postponed its launches to January. "The primary reason why we waited is that we saw the situation mirror the launch of pay—a lot of hype, a lot of money spent, a lot of discounts and a lot of people trying the services, getting discouraged and disconnecting. We thought our introductions should reflect

Expect The Best.

Pat Thompson Co.
COMMUNICATIONS BROKERS
14292 EAST EVANS AVE. AURORA, CO 80014 (303) 337-4707

the lessons learned in pay marketing," he maintains.

Low penetration

In Cablecasting systems, a six-network speciality package goes for $9.95, and First Choice/Superchannel is offered with the tier at $15.95. The MSO's lowest pay penetration rate originates from Toronto, because of the city's large Italian, Chinese and Spanish communities. To attract those audiences, the Toronto system is offering Tele-latino, a service featuring Italian and Spanish movies available at $15.95 per month. More than 3,000 households have the channel, while other Toronto-area subscribers are offered Chinavision, a pay service that incorporates a local Chinese-language series. Available at $18 a month since that November, Chinavision has about 5,200 subscribers. Cablecasting is considering carriage of the service.

A conservative approach to speciality service marketing is observed at The Videotron Group, a privately owned MSO that operates 35-channel franchises in Montreal, Quebec City and other Quebec locations. Only one U.S. network, CNN, is packaged with MuchMusic, TSN and both operating pay services. When Videotron launched speciality channels to supplement First Choice and Super Ecran last fall, pay penetration was averaging 8.5 percent, with a 10 percent monthly churn rate. Penetration presently stands at 10 percent; the churn rate has gone down substantially, but Videotron officials won't disclose a percentage.

Building the market

"Too often, we think we can change consumer patterns much faster than history shows us," says Pierre Hebert, Videotron's senior vice president and CCTA's new chairman. "We forget about the time required for the United States to get where it did in cable. We made the mistake of thinking that we could get high pay penetration right from the beginning. That's not how it happens. The market builds itself slowly."

Some operators argue that if CRTC permits a broader choice of speciality services for tier consideration, including U.S. superstations such as WTBS, pay/tier penetration can quickly average 20 percent or higher, and the industry can cut into the SMATV and home dish markets. "Carrying HBO or Showtime will not happen, as long as Canadian pay services are around," observes Cablecasting's Bambrough. "But we need to open the spectrum. As long as the U.S. service doesn't interfere with a similarly formatted Canadian speciality, it should be permitted."

Prior to the Canadian Show, CRTC approved a plan that gives cable systems with less than 3,000 subscribers and 12-channel capacity the right to distribute WTBS, WGN and other U.S. superstations, provided that they carry First Choice/Superchannel, Super Ecran, TSN and MuchMusic. Other U.S. basics, including Black Entertainment Television and Satellite Program Network, can be added under the policy. The plan and its feasibility on a wider scale will be under discussion at this week's CRTC public hearing.

Rate increases

Another issue that will surface at the hearing is basic rates. Since 1982, CRTC has set annual quotas on the rate increase percentage systems can request. Many operators want the quota plan dropped. The commission is proposing a new system where installation fees are deregulated and basic rates can rise by an amount equal to 80 percent of the nation's consumer price index. Some industry executives call the plan a good step, but others believe CRTC should press for total rate deregulation.

Jim Magee, operations director for Northgate Cable TV Ltd., owning two 36-channel franchises in the Hamilton, Ontario area, believes CRTC may pass rate deregulation by the end of the year. "There's a trend in place now. Just a year or so ago, small systems that applied for rate increases had to wait six months to a year for CRTC approval. Now they can go ahead with a rate increase without having to apply there."

Adds Videotron's Pierre Hebert: "There's certainly an overture on CRTC's part to listen and renegotiate, which could be a signal of better things to come."

U.S. programming carriage

Apparently, a number of U.S. services not presently available on speciality tiers think better times are ahead. CNN Headline News, approved for Canadian carriage last fall but holding back from a major affiliation campaign, officially declared itself a candidate for system placement at the Canadian Show earlier this month. Concurrently, United Media Enterprises' TV Decisions cable-

Canadian service subscriber counts

Service	Subscribers
Pay services	
First Choice/Superchannel	478,042
Super Ecran (French version	85,063
Basic tier services	
The Sports Network	536,198
MuchMusic	531,723
U.S. speciality services	
The Nashville Network	206,518
Cable News Network	193,347
Arts & Entertainment Network	192,607
Financial News Network	152,064
The Learning Channel	116,768
Country Music TV	110,007

Source: Mediastats Toronto Inc.
Note: Subscriber numbers as of 2/28/85.

Canadian cable industry growth 1978-1984

	1978	1980	1983	1984
TV households	7.1 million	7.6 million	8.4 million	8.5 million
Operating cable systems	463	505	651	NA
Homes passed	5.5 million	6.1 million	6.8 million	NA
Basic subscribers	3.7 million	4.3 million	5.1 million	5.4 million
Plant miles	45,004	54,990	61,215	NA
Gross operating revenues	$273.2 million	$352.2 million	$535 million	NA

Source: Statistics Canada's 1983 Cable Television Report and Canadian Cable Television Association estimates.

text service sent representatives to the show in search of customers.

In an effort to solidify its ties with Canadian operators, The Nashville Network recently organized a national programming advisory committee. On a semi-annual basis, committee members will gather and share information on the Canadian country music industry and TNN plans that impact that market. Paul Corbin, TNN's program director, will chair the advisory group.

An increase in the number of Canadian operators upgrading their channel capacity or using addressable equipment appears unlikely at this point, unless PPV and two-way services get CRTC passage within the next year or so. Until then, several industry officials note, whatever activity of that nature that gets under way will be limited to urban markets.

Many systems increased their channel capacity from 12 to 20 or more during the late 70s, when the commission expanded its definition of basic cable service and local origination came into existence. Under CRTC standards, basic service incorporates national broadcast ventures such as Canadian Broadcasting Corp. and CTV Television Network (English- and French-language transmissions), LO funded by operators, community access, ABC, NBC, PBS, CBS and text channels.

Major suppliers

Zenith and Jerrold are major suppliers to the addressable hardware market in Canada. Rogers' 10 operations, scattered throughout Ontario and British Columbia, are addressable and use Zenith converters. Ranging from 36-channel to 41-channel capacity, the systems reach more than 1.2 million basic homes. Jerrold is the choice of Shaw Cablesystems, an MSO easing into addressability. Of 10 systems managed by the company, two outlets are addressable and another pair of systems, covering homes in Edmonton and Vancouver, will be converted by the end of the year. The Edmonton franchise also will be upgraded to accommodate 52 channels, as opposed to 36 presently.

Randy Elliott, Shaw's vice president, says that despite operator advocacy of PPV, CRTC will not permit the entrance of such services until pay speciality penetration improves. That scenario also clouds addressability's appeal beyond urban systems, he feels. "The pay and speciality service element of the business is still very fragile. Until those mediums are established, we really don't know when other things will come," Elliott says.

Priorities

Gage from Maclean Hunter concurs with Elliott's view. "It's not a high-priority item. We've got a long way to go here selling pay subs." Northgate's Jim Magee estimates that the industry needs to achieve 25 or 30 percent pay penetration before CRTC considers PPV applications.

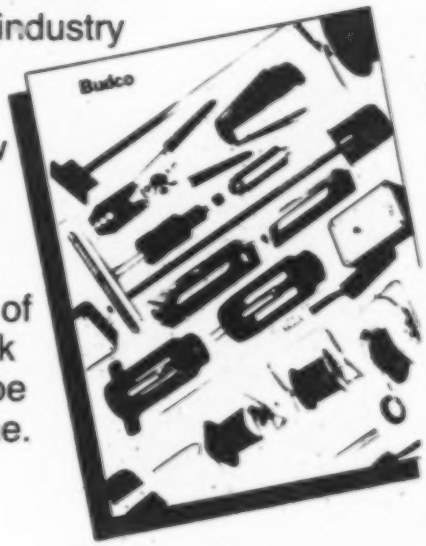
However, Cablecasting Inc.'s Noel Bambrough takes the opposite opinion, convinced that PPV is the most effective way to compete with VCRs. "The thing that concerns me is that the commission is making its judgment based on what happened in the United States. Whether

Budco Sells Lemco Cable Installation Tools.

Lemco Tools, the industry standard for cable construction and installation, are now available through Budco.

Call or write for a free color brochure of our new line of stock Lemco tools. We'll be glad to send you one.

Call toll free:
1-800-331-2246



Budco

4910 E. Admiral Pl. Tulsa, OK 74115

IN OKLAHOMA CALL COLLECT: 918-836- 3111.

The Sports Network's baseball crew, (left to right) Tony Kubek, Fergie Olver and Ken Singleton

or not that service is economically attractive is a decision cable companies should make, not the regulators."

Several prominent MSOs have organized special marketing projects in the last few months geared to VCR owners, who now approximate 30 percent of all Canadian TV homes. One promotion distinct from American VCR-cable marketing efforts is Rogers' "Weekender" offer. Through the plan, a VCR owner in any of the company's operating areas can rent a cable decoder and become a part-time subscriber of pay and specialty tier channels during any weekend period for under $10. The only catch is that the decoder must be returned the following Monday morning.

The program is designed to offer VCR owners additional viewing options during the peak taping periods of Friday and Saturday nights, and make new subscribers out of people who regularly accept the offer.

Rogers is keeping its exact profits from "Weekender" private. "It's not a barnburner, but it helps interest people in pay TV," says Phil Lind. "By matching the video rental patterns, we get people trying our services, and that's a way of answering the VCR challenge."

Within 30 days, Northgate will duplicate Rogers' program in its systems, offering the decoder for $9.95 per weekend. Once things get into high gear, Northgate believes it will convert 60 to 65 percent of the respondents into subscribers.

The VCR rental business

At the start of this month, Maclean Hunter put its Toronto-area systems into the VCR rental business. Using billstuffers and local consumer advertising, the MSO is encouraging subscribers to lease VCRs on a one-year or multi-year contract. Subscribers that lease the machine for a year will be charged $24.95 per month. If they continue the lease through a second or third year, the monthly fee comes down.

"The market will continue to spread for the next couple of years and we should carve out a niche for ourselves," notes J. Barry Gage. "We want to encourage VCR growth and position our services as compatible to those users."

Other MSOs, including Shaw Cablesystems, are distributing booklets through their customer service departments that encourage VCR taping of pay services.

Video Way

A more ambitious project, seen by some industry observers as a potential breakthrough in national distribution of enhanced services, is Video Way, a system that will get its first subscriber test later this year at Videotron Group's Montreal outlet. Through the system, which involves a specially designed one-way addressable terminal and accompanying keypad, a subscriber can access videotex services, video games, computer software, shopping and banking information. A two-way addressable model allows transactions, electronic mail delivery and advanced videotex transmissions.

Videotron developed the system in partnership with G-Tech Corp., a Rhode Island-based manufacturing operation that will monitor the test and consider exportation of Video Way's technology to U.S. operators if it's successful. The one-way addressable version will go into production this summer and roll out to Montreal subscribers several months later. The MSO is shooting for 50,000 Video Way units in use by fall 1986; a pricing policy has not been determined yet.

The two-way units will go on the market in early 1987 within Montreal, while one-way models will be shipped to other Quebec communities during that period.

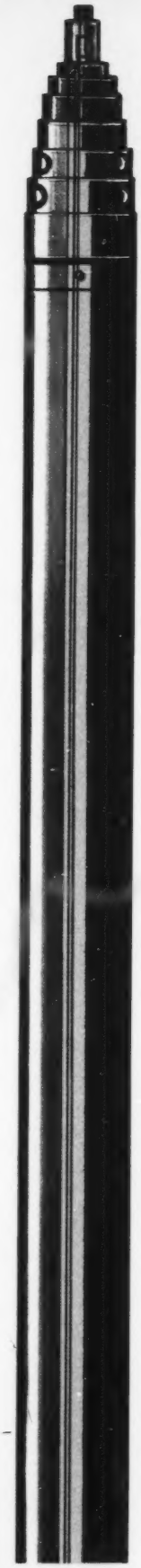
Marketing Nabu

Meanwhile, Amway's distributors in the Ottawa area continue their local marketing of Nabu Network, the proposed computer software downloading operation. The goal is to at least double Nabu's present 2,000-subscriber universe over the next few months. Should things work out, Nabu's developers will seek funding for a national launch of the venture, keeping Amway aboard as its marketing force. Amway executives also see a role as U.S. distributors if Campeau Corp., the consumer licensee of Nabu's technology, finds an interested investor.

"Somewhere along the line, a few operators will develop new technology ventures that fall into the non-programming area," states Videotron's Pierre Hebert. "When they'll come into the (consumer) market is another matter, but this industry will be involved."

Project '90

The Canadian association's recently-released "Project '90" report, forecasting industry trends through the turn of the next decade, suggests that videotex and other enhanced services could ac-



The Accu-Punch™ underground boring tool lets you lay cable, conduit or pipe underground without disturbing surface activities

The Accu-Punch™ underground boring tool eliminates the need for open cutting, trenching, augering or jacking to lay cable, conduit or pipe underground. In fact, it lets you lay all three without disturbing surface activities. It will help you put an end to costly concrete breaking, street repaving and backfilling operations.

The Accu-Punch can go anywhere you need to lay pipe, cable or conduit. Under railroad beds, yards, fences and highways, percussion boring its way through all types of soil, at rates of 20 to 200 feet per hour.

Extremely accurate & easy to operate.

Unlike the conventional one piece hammer tool, the Accu-Punch is designed with a short stepped movable cutter head. It's the only external part that moves. The percussion power from the piston works on the tip like a chisel, splitting and displacing everything in its path, without losing direction.

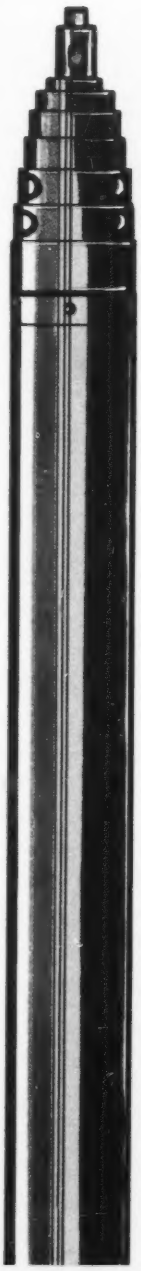
It's also easy to operate, setting up in just minutes. All you need to get started is a sufficiently deep trench and an air compressor to operate it.

How to get more information on the Accu-Punch and its accessories.

The Accu-Punch is manufactured from the finest quality alloys and materials you can find. It's available in 6 diameters, from 1¾" to 5¾". And Vibra-King carries a complete range of accessories, including pipe and cable pulling components.

For more information, call or write Vibra-King, Inc., A CONDUX Company, P. O. Box 247, Mankato, MN 56001; Phone: (507) 387-6574.

VIBRA KING, INC.



Logo of MuchMusic, Canadian-originated video programming

count for 1 to 5 percent of the industry's operating revenue by 1990, provided that the ventures receive prompt regulatory approval.

One other policy hurdle operators want shattered this year is the prohibition of local ad sales on national speciality services. MuchMusic and The Sports Network carry up to eight minutes of avails per hour, however, systems are not allowed to run messages on either service, or during local breaks over any of the U.S. speciality channels.

In the "Project '90" document, CCTA asks the commission to allocate sales time in both Canadian and U.S. speciality networks for operators and to consider implementation of classified advertising services.

A separate CRTC-sponsored public hearing over the issue will take place later this year. Independent observers figure that CCTA's proposal will face intense lobbying from the broadcast industry, which is afraid cable will take a large advertising bite out of their business. Under an alternative proposal, broadcasters may be awarded responsibility for local cable ad sales, but operators would be promised a percentage of gross revenues.

New attitude

The time when the Canadian cable industry can achieve major regulatory reform that positions it for solid growth in future years, has come, Phil Lind believes. "What's happening is that under the government that was elected last fall, the commission appears to be less hostile to the industry. This new attitude is most welcome. But if there's a lesson from the experience of recent years, it's that social engineering will not triumph over the marketplace. No matter how many problems you want to solve, or things you want to do in the public interest, you still have to design a product that the public wants to purchase." ■

Film product comparison—May

Film	Pay	Networks			Distributor
Adventures of Young Robinhood				HTN*	Satori
Agatha				MAX*	Warner Bros.
All That Jazz				MAX	20th Century-Fox
Alligator			TMC	(MAX)	Cinema Signal
Alphabet City	(HBO)	ST*			Atlantic
Amityville: The Demon	(HBO)			MAX	DeLaurentis
Android	HBO				N/A
Angel	HBO			(MAX)	Viacom
Baby, It's You		ST	(TMC)		Paramount
Ballad of Gregorio Cortez			TMC		Embassy
Bananas			TMC	MAX*	MGM/UA
Barry Lyndon			TMC*		Warner Bros.
Battle Beyond the Stars			TMC		Viacom
Beach Red				MAX*	MGM/UA
Beastmaster, The		ST*	(TMC)	MAX	MGM/UA
Being, The		ST*			Best Films
Benji		ST			Viacom
Best Years of Our Lives, The	HBO	(ST)	(TMC)	(MAX)	S. Goldwyn
Beyond Reasonable Doubt			(TMC)	HTN	Satori
Beyond the Limit	(HBO)			MAX	Filmwriter Co.
Big Hand for the Little Lady				MAX	Warner Bros.
Big Red One, The				MAX	Lorimar
Blue Thunder	HBO*			(MAX)	Columbia
Boarding School			(TMC)	MAX	Atlantic
Bounty, The	HBO			MAX	Orion
Boy and his Dog, A			TMC		Film Gallery
Brian's Song				(HTN) MAX	Columbia
Broadway Danny Rose	HBO			(MAX)	Orion
Caged Heat		ST			Viacom
Carnal Knowledge			TMC*		Embassy
Changeling, The	HBO			(MAX)	Chessman
					Park Prod.
Coma		ST*	(TMC)	MAX	MGM/UA
Curse of the Pink Panther				HTN	MGM
Dark Places			TMC		Castle Hill
Deadly Force				MAX	Embassy
Dead Hunt			TMC		20th Century-Fox
Death Stalker		ST			New Horizons
Dog of Flanders				HTN	UPA
Dresser, The	HBO			(MAX)	Columbia
Dr. Detroit	(HBO)	ST*		MAX	Universal
Earthling, The	(HBO)		TMC*	(MAX)	Orion
Easy to Love		(ST)		HTN	MGM
Eddie and the Cruisers	(HBO)	(ST)		HTN MAX*	Embassy
Eddie Macon's Run			(TMC)	HTN (MAX)	Universal
Educating Rita			(TMC)	HTN (MAX)	Columbia
Emanuelle in Bangkok				MAX	Film Gallery
Endangered Species	HBO		TMC		MGM/UA
Escape from El Diablo			TMC		Movie Store
Escape from New York	(HBO)		TMC	(MAX)	Embassy
Escape 2000		(ST)	TMC		New World
Executioner's Song, The			(TMC)	MAX	Viacom
Fame				MAX	MGM/UA

Dr. Stanley Shepard (left), portrayed by Timothy Hutton, and John Lone as his 40,000-year-old counterpart in 'Iceman.'

Film	Pay	Networks			Distributor
Firestarter	HBO	ST	TMC	MAX	Universal
First Deadly Sin			TMC		Warner Bros.
First Love			TMC		Paramount
Flashdance		ST	(TMC)		Paramount
Footloose		ST			Paramount
Forbidden World		ST			Viacom
48 Hours	(HBO)	ST*	(TMC)		Paramount
French Woman, The				MAX	Film Gallery
Going Berserk		(ST)	TMC		Universal
Going In Style		ST			Warner Bros.
Good bye Emanuelle		ST			Miramax
Hair			TMC*		MGM/UA
Happy Anniversary		ST			MGM/UA
Hans Christian Andersen		ST*		(MAX)	Goldwyn
Hard bodies	HBO				Columbia
Hardly Working				MAX	H. working
Headin' for Broadway					B way Res.
Heart Like A Wheel	(HBO)	ST		(HTN) MAX	20th Century-Fox
Hickey and Boggs			TMC*		MGM/UA
High Road to China	HBO*			HTN (MAX)	Warner Bros.
History of the World Pt. II				MAX	20th Century-Fox
Hounds of Notre Dame		(ST)	TMC		Atlantic
House of Long Shadows	HBO	ST			Viacom
Iceman	HBO	ST	TMC	HTN	Universal
If Ever I See You Again				MAX	Columbia
Inglorious Bastards				MAX	Alive Ent.
James Cagney: That Yankee Doodle Dandy			TMC*		MGM/UA
Jaws				HTN	Universal
Jaws III			TMC	(MAX)	Universal
Jazz Singer, The	HBO				AFD/EMI
Keep, The		(ST)	TMC		Paramount
Killpoint		ST*			Crown
King of Hearts			(TMC)	HTN*	MGM
Kipperbang		(ST)	TMC		Goldcrest
La Balance				MAX	Int'l Spectrafilm
Ladybug, Ladybug		ST			MGM/UA
Last Embrace					MGM/UA
Last of the Red Hot Dragons		ST			Telepictures
Last Time I Saw Paris, The		ST			MGM/UA
Last Warrior				MAX	Warner Bros.
Liar's Moon			TMC		Crown
Little Friend		ST			Coe
Little Romance, A			TMC	(MAX)	Warner Bros.
Lonely Hearts			TMC		Goldwyn
Lords of Discipline		(ST)	TMC		Paramount
Love Me or Leave Me			TMC*	MAX	MGM/UA
Lovely to Look At		ST			MGM/UA
Love Trap				MAX	P. Screenings
Madame Bovary		ST			MGM/UA
Making the Grade	(HBO)		TMC*		MGM/UA
Man of La Mancha			TMC*		MGM/UA
Man on a Tightrope			TMC		20th Century-Fox
Man Who Loved Women	(HBO)			MAX*	Columbia
Mary White				HTN	UPA
Meet Me In Las Vegas		ST			MGM/UA
Meet the Wombles				HTN	Satori
Message from Space			TMC		MGM/UA
Midnight Express			TMC		Columbia
Midsummer Night's Sex Comedy, A	HBO	(ST)		(MAX)	Warner Bros.
Misty	(HBO)			HTN*	UPA
Monty Python's Meaning of Life		(ST)	TMC	(MAX)	Universal
Moonrunners, The			TMC*		MGM/UA
Mr. Mom	HBO*	(ST)		(MAX)	20th Century-Fox
My Foolish Heart		ST			Goldwyn
Mystery Island		ST			Satori
My Tutor	(HBO)			MAX	Universal
National Lampoon's Class Reunion	HBO		(TMC)		ABC Video
National Lampoon's Vacation	HBO*	(ST)	(TMC)	(MAX)	Warner Bros.
Night In Casablanca, A			(TMC)	MAX	Castle Hill
Nobody's Boy		ST			At a Trading
No Other Love				MAX	TLF
Octopussy	(HBO)	ST*	TMC	HTN* (MAX)	MGM
Of Unknown Origin	(HBO)		(TMC)	MAX	Warner Bros.
Oklahoma!			TMC*	(MAX)	Goldwyn
One Flew Over The Cuckoo's Nest	(HBO)		(TMC)	MAX*	MGM/UA

Film	Pay Networks					Distributor
On Golden Pond					MAX	ITC
Orca, The						
Killer Whale			TMC	(HTN)		Paramount
Over the Edge			TMC		(MAX)	Warner Bros.
Piranha II			TMC			Viacom
Police Academy	HBO	ST	TMC		MAX	Warner Bros.
Porky's					MAX	20th Century-Fox
Porky's II:						
The Next Day			(TMC)		MAX	20th Century-Fox
Princess and the Pirate			(TMC)		MAX	S. Goldwyn
Psycho II	(HBO)	ST	(TMC)		(MAX)	Universal
"Q"		(ST)	TMC			UFD
Raiders of the						
Lost Ark	HBO*	(ST)		(HTN)	(MAX)	Paramount
Rear Window			(TMC)	HTN*		Universal
Reckless					MAX	MGM/UA
Repo Man	HBO		(TMC)		(MAX)	Universal
Return of a						
Man Called Horse		ST*				MGM/UA
Reunion at Fairborough	HBO					Columbia
Riddle of the Sands				HTN*	(MAX)	Satori
Right Stuff, The	HBO*		(TMC)			Warner Bros.
Roller Boogie					MAX	CMP
Rope				HTN		Universal
Rumble Fish			TMC			Universal
Running Brave	(HBO)	ST*				Touchstone
Sarah and the Squirrel				HTN		Satori
Scarlet Coat, The		ST				MGM/UA
Secret of the						
Golden Dragon, The			TMC	(HTN)		Satori
Sex Games						
of the Very Rich					MAX	J. Turrall
Showbiz Goes to War				HTN		Universal
Sign of Four, The	HBO					Holmes
						Picture Co.
Silkwood	(HBO)	ST*	(TMC)		(MAX)	ABC
Six Weeks					MAX	Polygram
Smokey and						
the Bandit Pt. 3	HBO			(HTN)		Universal
Soldier of Orange					MAX	S. Goldwyn
Somebody Killed						
Her Husband			TMC*			Viacom
Song Remains						
the Same, The			TMC*			Warner Bros.
Sorceress			TMC			Viacom
Springbreak	HBO*				(MAX)	Columbia
Spring Fever			TMC			Comworld
Stella Dallas	HBO		TMC	HTN	(MAX)	Goldwyn
Sting II, The	HBO		TMC*	HTN*	(MAX)	Universal
Stories From a						
Flying Trunk		ST				Viacom
Streetcar Named Desire, A					MAX	MPF
Sudden Impact	(HBO)	(ST)	(TMC)		MAX*	Warner Bros.
Super Fuzz	HBO					Embassy
T.A.G.-The						
Assassination Game					MAX	Viacom
Tank	HBO	ST	TMC			Universal
Tea for Three		ST				Satori
Tender Cousins		ST			(MAX)	Crown
Tender Mercies	(HBO)				MAX	AFD/EMI
Tex	HBO	ST	TMC			Buena Vision
They Call Me Bruce?		ST			(MAX)	Film Ventures
Thieves After Dark			TMC			Paramount
Thieves Like Us			TMC			MGM/UA
Three Little Words			(TMC)	(HTN)	MAX	MGM/UA
Tootsie	HBO				(MAX)	Columbia
Trading Places		ST*				Paramount
Trenchcoat		ST*				Touchstone
Trial, The		(ST)	TMC			Tri-Star
Trouble with Harry, The			TMC			Universal
True Confessions		ST*				MGM/UA
Twice Told Tales		(ST)		HTN		MGM/UA
Twilight of Honor		ST				MGM/UA
Two of a Kind	(HBO)	ST*	(TMC)	(HTN)		20th Century-Fox
Walk on the Wild Side				HTN		Columbia
War Games	(HBO)	ST	TMC*	(HTN)	(MAX)	MGM/UA
Warming Up					MAX	JNP
Wavelength			(TMC)		MAX*	New World
Weekend Pass			TMC*			Crown
What Price Glory?			TMC*			20th Century-Fox
Where the						
Boys Are '84					MAX	Tri-Star
White Dawn			TMC			Paramount
Who's Afraid of						
Virginia Woolf?		ST*				Warner Bros.
Wicked Lady, The		ST			(MAX)	Viacom
Willy Wonka and						
the Chocolate Factory	HBO		TMC			Warner Bros.
Winner Take All					MAX	MGM/UA
World's Greatest						
Lover, The			(TMC)		MAX	20th Century-Fox
Wrong Way Kid, The		ST				Coe Films
X-Ray			TMC			Cannon
Yankee						
Doodle Dandy			(TMC)		MAX	MGM/UA
Yellowbeard				HTN	(MAX)	Orion
Yentl	(HBO)	(ST)	(TMC)	(HTN)	MAX*	MGM/UA
Yes, Giorgio!	HBO	(ST)				MGM/UA
Yor, the Hunter						
From the Future					MAX*	Columbia

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in December, January, February, March, April and/or May.
- An asterisk indicates the film is a carry-over from December, January, February, March, April and/or May.
- In total, 209 films appear on the April schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, three films have played on all five services, 14 films have played on four of the five services, 18 films have played on three services and 63 on two services. One hundred and eleven were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 35, followed by Universal with 19 and Warner Bros. with 18.

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc	3,500,000	(2/85)
2.	American Television and Communications Corp.	2,500,000	(2/85)
3.	Group W Cable	2,009,000	(12/84)
4.	Cox Cable Communications	1,538,467	(1/85)
5.	Storer Cable Communications	1,471,000	(1/85)
6.	Warner Amex Cable Communications	1,196,000	(12/84)
7.	Times Mirror Cable Television	1,001,848	(12/84)
8.	Continental Cablevision	939,000	(10/84)
9.	Newhouse Broadcasting	896,762	(2/85)
10.	Viacom Cablevision	785,000	(10/84)
11.	United Cable Television	780,000	(12/84)
12.	UA Cablesystems Corp.	704,000	(1/85)
13.	Sammons Communications	652,400	(12/84)
14.	Rogers Cablesystems	595,766	(12/84)
15.	Cablevision Systems Development	560,000	(10/84)
16.	Comcast Cable Communications	472,512	(11/84)
17.	Heritage Communications	443,040	(1/85)
18.	Jones Intercable	431,672	(12/84)
19.	Telecable Corp	427,885	(11/84)
20.	Capital Cities Cable	374,000	(1/85)

Source: Subscriber counts are provided by MSOs to International Thomson Communications Inc

Top 20 systems

Rank	Location	Operator	Basic subs	
1.	San Diego, CA	Cox Cable	253,973	(1/85)
2.	Woodbury (Long Island), NY Development	Cablevision Systems	235,000	(10/84)
3.	Manhattan, NY	ATC	206,900	(12/84)
4.	San Antonio, TX	Rogers Cablesystems	198,469	(1/85)
5.	Florida Division (Orlando/Ormond Beach)	ATC	195,700	(12/84)
6.	Hnuston, TX	Warner Amex Cable	181,800	(1/85)
7.	East Orange, NJ	MacLean Hunter Cable	171,017	(1/85)
8.	Honolulu, HI	ATC	156,400	(12/84)
9.	Wayne, NJ	UA Cablesystems	135,279	(1/85)
10.	Cincinnati, OH	Warner Amex Cable	129,500	(12/84)
11.	Englewood, CO	United Cable	125,000	(12/84)
12.	Audubon, NJ	New York Times	121,101	(1/85)
13.	Tulsa, OK	United Cable	118,883	(12/84)
14.	Rochester, NY	ATC	117,100	(12/84)
15.	Atlanta, GA	Prime Cable	116,023	(1/85)
16.	Baltimore County, MD	Comcast Cable	114,298	(1/85)
17.	Tidewater (Norfolk), VA	Cox Cable	112,350	(1/85)
18.	Erie County, NY	Prime Cable	112,046	(1/85)
19.	San Jose, CA	Gill Industries	106,785	(1/85)
20.	Memphis, TN	ATC	106,300	(12/84)

Source: Subscriber counts are provided by systems to International Thomson Communications Inc.